

35. (Previously Presented) The method of claim 29, further comprising modifying the alternative advertisement based on said determining.

36. (Previously Presented) The method of claim 29, further comprising pausing the trick play event until said displaying alternative advertisement is complete if additional time is required to display entire alternative advertisement based on the point in advertisement that the trick play event occurs.

37. (Previously Presented) The method of claim 1, wherein the alternative advertisement is related to the recorded advertisement.

38. (Previously Presented) The method of claim 1, wherein the alternative advertisement is approximately an amount of time equal to time associated with fast forwarding through the recorded advertisement.

39. (Previously Presented) The method of claim 37, wherein the alternative advertisement is a separately produced advertisement.

40. (Previously Presented) The method of claim 37, wherein the alternative advertisement is derived from the recorded advertisement.

41. (Previously Presented) The method of claim 40, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

42. (Previously Presented) The method of claim 41, wherein the processing rules are specific to the recorded advertisement.

43. (Previously Presented) The method of claim 41, wherein the processing rules are specific to the subscriber.
44. (Previously Presented) The method of claim 41, wherein the processing rules are generic.
45. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a still image from the recorded advertisement.
46. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a series of still images from the recorded advertisement.
47. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a video segment from the recorded advertisement.
48. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a series of video segments from the recorded advertisement.
49. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a combination of still images and video segments from the recorded advertisement.
50. (Previously Presented) The method of claim 41, wherein the alternative advertisement is a portion of the recorded advertisement with computer generated graphics added thereto.

51. (Previously Presented) The method of claim 1, wherein the alternative advertisement is related to more than one recorded advertisement.

52. (Previously Presented) The method of claim 51, wherein the alternative advertisement is displayed during a trick play event for the more than one recorded advertisement.

53. (Previously Presented) The method of claim 1, wherein the alternative advertisement is not related to the recorded advertisement.

54. (Previously Presented) The method of claim 1, wherein trick play events include fast forwarding, skipping, rewinding, and pausing.

55. (Previously Presented) A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement;
and

means for displaying the alternative advertisement to the subscriber.

56. (Previously Presented) The system of claim 55, wherein said means for displaying displays the alternative advertisement instead of the fast forwarding recorded advertisement.

57. (Previously Presented) The system of claim 55, wherein said means for displaying superimposes the alternative advertisement over the fast forwarding recorded advertisement.

58. (Previously Presented) The system of claim 55, wherein said means for displaying superimposes the fast forwarding recorded advertisement over the alternative advertisement.

59. (Previously Presented) The system of claim 55, wherein said means for detecting detects a start of a recorded advertisement during the fast forward event.

60. (Previously Presented) The system of claim 59, wherein said means for detecting also detects an end of the fast forwarding recorded advertisement; and

said means for displaying stops displaying the alternative advertisement at the end of the fast forwarding recorded advertisement.

61. (Previously Presented) The system of claim 55, wherein said means for detecting detects an initiation of the fast forward event during playback of the recorded advertisement.

62. (Previously Presented) The system of claim 61, wherein said means for detecting also detects an end of the fast forward event; and said means for displaying stops displaying the alternative advertisement at the end of the fast forward event.

63. (Previously Presented) The system of claim 62, further comprising means for automatically controlling the fast forward event, wherein if said means for detecting detects the end of the fast forward event prior to end of the recorded advertisement,

said means for automatically controlling will continue to fast forward the recorded advertisement until the end of the recorded advertisement, and

said means for displaying will continue to display the alternative advertisement until the end of the recorded advertisement.

64. (Previously Presented) The system of claim 55, further comprising means for automatically pausing the fast forward event, wherein said means for detecting also detects an end of the fast forwarding recorded advertisement; and wherein

if said means for displaying has not completely displayed the alternative advertisement prior to a detection of the end of the fast forwarding recorded advertisement by said means for detecting,

said means for automatically pausing will pause the fast forward event until the display of the alternative advertisement is complete.

65. (Previously Presented) The system of claim 55, further comprising means for ignoring the fast forward event, wherein said means for detecting also detects point in the recorded advertisement that the fast forward event is initiated, and wherein

said means for ignoring will ignore the fast forward event for the recorded advertisement based on the point of initiation; and

said means for displaying will not display the alternative advertisement if the fast forward event is ignored.

66. (Previously Presented) The system of claim 65, wherein said means for ignoring ignores the fast forward event if the point of initiation occurs outside of a predefined period from a start of the recorded advertisement.

67. (Previously Presented) The system of claim 66, wherein the predefined period is a period of time.

68. (Previously Presented) The system of claim 66, wherein the predefined period is a percentage of total time of recorded advertisement.

69. (Previously Presented) The system of claim 55, wherein said means for detecting also detects point in the recorded advertisement that the fast forward event is initiated, and

further comprising means for modifying the alternative advertisement based on the point of initiation.

70-98. (Withdrawn)

99. (Previously Presented) A personal video recorder (PVR) capable of displaying alternative ads during trick play events, the PVR comprising:

memory;

means for detecting a trick play event during playback of an advertisement within recorded programming; and

means for displaying an alternative advertisement during the trick play event for the recorded advertisement.

100. (Previously Presented) The PVR of claim 99, wherein the recorded programming is on a medium.
101. (Previously Presented) The PVR of claim 100, wherein the medium is a CD, DVD, or program server.
102. (Previously Presented) The PVR of claim 99, further comprising:
means for receiving programming; and
means for recording the programming.
103. (Previously Presented) The PVR of claim 99, further comprising means for receiving alternative advertisements.
104. (Previously Presented) The PVR of claim 103, wherein the alternative advertisements are related to with the recorded programming.
105. (Previously Presented) The PVR of claim 103, wherein the alternative advertisements have a format similar to that of the recorded advertisements.
106. (Previously Presented) The PVR of claim 103, wherein the alternative advertisements have a different format than the recorded advertisements.
107. (Previously Presented) The PVR of claim 103, wherein the alternative advertisements may be some combination of digital video, streaming media, HTML, Flash, Shockwave and audio.

108. (Previously Presented) The PVR of claim 103, wherein the alternative advertisements are not related to the recorded programming.

109. (Previously Presented) The PVR of claim 99, further comprising:
means for receiving processing rules; and
means for generating alternative advertisements by applying the processing rules to the recorded advertisements.